

The Entrepreneur Advantage



4 Basic Principles Of Building Successful Small Business.

You went into business to have the **freedom** to do what you do best and what you like to do most!

A major contributor to that freedom comes in the form of practical, common sense business strategies that don't put a strain on your time and resources.

That's why Diane Fleck, Consultant, Business Coach, Marketing Expert and Owner of the Learning Cafe says, *"If you follow these basic principles, it's virtually impossible for an entrepreneur to fail in today's business world."*

"Taking Care of Business"

February 3, 2007

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The Learning Café / Diane Fleck
2255 Morello Ave., Suite 220, Pleasant Hill, CA 94523
925-689-5726 info@thelearning-cafe.com www.thelearning-cafe.com

4 Basic Principles of Building a Successful Business

1. Learn what you need to know.

About 1+ million small businesses are started every year. The SBA estimates that at any given time, about one-third of all Americans between the ages of 20 and 65 are thinking about starting a business. (That's nearly 50 million people.)

√ Uncovering the Why of your business.

√ Your path of service – product and or service

√ Break all the rules – dare to be outlandish

√ The 80-20 rule – your area of greatness

√ Business competency.

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2. Learn who you need to know.

Many entrepreneurs would likely say they seek out mentors or advisers to help them make good business decisions. In fact, more than half of entrepreneurs say they turn to mentors as one of their first steps in getting experienced business advice, according to a recent national survey of entrepreneurs by American Express. Business Mentors and advisers, without a doubt, can help entrepreneurs navigate the rough waters of growing their business. (source: Ewing Marion Kauffman Foundation)

√ Fast track your business success.

√ Short Cut, mentors and coaches.

√ Leverage for success.

√ Influencers.

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3. Learn who needs to know you.

Networking is a big part of any business. However, it's often said that it's who knows you that helps create and build business.

√ Natural Networkers

√ Sneezers, Influencers and early adopters.

√ Local as well as global in thought, word and action.

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4. When and how you need to take action.

Without action, all the planning, good intention and beautiful marketing material won't get you results! It's putting the action and emotion into what you want that creates results!

√ The Law of attraction

√ Listening skills and market awareness

√ Work smarter, not harder

√ delegate and enlist others,

Diane Fleck

Business Consultant, Coach, Marketing Expert and Founder

The Learning Cafe

As the founder and executive director of ***The Learning Café*** in Pleasant Hill, California, Diane Fleck has spent more than 20 years identifying and solving business problems for numerous organizations across the country. Diane's vast experience in



helping businesses of all sizes improve their operations by identifying barriers, clarifying objectives and developing customized plans that will fit each business' unique needs has contributed to her distinguished reputation as a business champion and marketing expert.

A native of Pleasant Hill, Diane created *The Learning Café* to fill a big need in Contra Costa County - to inspire and provide business expertise and resources to the East Bay's dynamic and growing entrepreneur and small business community.

Diane not only inspires, but provides practical advice and creative problem-solving techniques that improves work performance, increases sales and revenue and helps companies innovate when faced with new business challenges. Not only does she help businesses operate more effectively, she helps them see their situation and their demands with new eyes.

Diane is responsible for helping many companies and organizations improve their operations through individual consulting, training programs and educational courses. Her clients include successful entrepreneurs, financial institutes, high technology and media companies and nonprofit and health care organizations among others.

A former regional advertising director, business consultant and coach; Diane has spent years in the field closely working with small and large businesses. That has led to numerous keynotes, workshops and lectures through the *Newspaper Satellite Network*, an affiliate of the *American Press Institute* and the *Newspaper Association of America*.

Diane has been a key knowledge expert for at least two books "*Work with Meaning, Work with Joy*," a guide to handling ethical and personal issues in the workplace, and "*Hidden Assets: An Adventure to Find Inner Resources*." She created two on-line training courses which have been distributed throughout 16 community colleges across the country. Diane also is a certified trainer, member and past chapter president of the American Society of Training and Development.

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